

The Illinois Statewide January 2004 Seat Belt Enforcement Campaign Survey

Conducted for



Conducted by



**Survey Research Office
Center for State Policy and Leadership
University of Illinois at Springfield**

Summary Report

Field Interviewing: January 5-20, 2004

Report: March 8, 2004

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Introduction

In the Fall of 2003, the Illinois Department of Transportation contracted with the Survey Research Office, located in the Center for State Policy and Leadership, at the University of Illinois at Springfield to conduct a telephone survey regarding seat belt-related opinions and behaviors in January, 2004.¹ The survey followed a seat belt enforcement campaign that took place during the late Holiday season of 2003.

Earlier in 2003, two separate surveys were conducted before and after a major seat belt initiative that involved both media and enforcement-related activities that occurred during a time period surrounding Memorial Day Weekend, 2003. [Interviewing for this “pre-test” (before) survey was conducted from April 25 to May 4, 2003, and interviewing for the “post-test” (after) survey was conducted from June 3 to 18, 2003.] In a sense, these surveys – particularly the survey after the Memorial Day campaign – serves as a “pre-test” for the most recent January

¹ The Center was previously the Institute for Public Affairs (1990-2002) and then the Lincoln Center for Governmental Studies (2002-2003), all located at the University of Illinois at Springfield.

2004 survey.² Field interviewing for the most recent survey occurred from January 5 through January 20, 2004.

Methodology

The sampling methodology for the recent survey was similar to that of the earlier 2003 surveys. The state was first stratified into the Chicago metro area and the remaining Illinois counties, known as “downstate.” The Chicago metro area was further stratified into the City of Chicago and the Chicago area suburbs, which included the Cook County suburbs and the suburbs in the five “collar” counties. The downstate area was further subdivided into north/central Illinois and southern Illinois. Thus, the statewide surveys had four stratified geographic regions: City of Chicago, Chicago suburban counties, and the downstate counties, subdivided into north/central Illinois and southern Illinois. Random samples of telephone numbers were purchased for each of the four stratification areas (City of Chicago, Chicago suburban counties, north/central Illinois, and southern Illinois).

Each telephone number in the samples was called a maximum of six times, at differing times of the week and day. Within households, interviewers asked for the youngest licensed driver 75 percent of the time, because earlier experience showed that we under-represent younger drivers. In the other 25 percent of the time, interviewers asked for a licensed driver who was male/female (varying at random) and who had the next birthday. Replacements were accepted if that designated household member was not available. The average length of completed interviews were just under 15 minutes (median = 14 mins.; mean = 14.7 mins.).

Altogether, 825 respondents were interviewed for the January survey.³ By stratification group, they are distributed as follows. Comparisons with the two earlier surveys are also presented.

	2003 Pre-Test <u>May 2003</u>	2003 Post-Test <u>June 2003</u>	January <u>2004</u>
<i>TOTAL</i>	<i>560</i>	<i>623</i>	<i>825</i>
City of Chicago	113	160	218
Chicago suburban counties	228	177	261
Downstate counties	219	286	332
<i>North/central Illinois</i>	<i>137</i>	<i>166</i>	<i>166</i>
<i>Southern Illinois</i>	<i>82</i>	<i>120</i>	<i>166</i>

The sampling error for the January statewide results is +/- 3.5 percent (at the 95th confidence level). Respective sampling errors for the two earlier surveys are: the May 2003 Pre-test Survey

² The reality was even a bit more complex here. There was also a DUI campaign that took place around the July 4th Holiday season in 2003. The June 2003 survey served as a “pre-test” for DUI-related questions (as well as the “post-test” for the seat belt campaign), and another July 2003 survey served as a “post-test” for these DUI questions. The January 2004 survey also included these DUI questions. Results for the DUI questions are presented in a separate report.

³ There was some attrition during the interviewing, with the result that 777 full completions were obtained for the January 2004 survey. These full completions numbers are 528 for the May 2003 Pre-test survey and 576 for the June 2003 Post-test survey. The sampling errors presented are based on the average between partial and full completion numbers.

(+/- 4.2%); and the June 2003 Post-test Survey (+/- 4.0%). The error for subgroups in all surveys is, of course, larger.

In the following summary, the statewide results for both surveys have been weighted to arrive at a proper distribution by region and by gender. No other weighting has been applied.⁴

Results

In the results that follow, we focus on those questions most pertinent to the seat belt initiative. We also focus on the statewide and regional results, specifically highlighting the most recent results and changes that have occurred since the 2003 surveys, particularly since that of July 2003. We also examined the results by the demographic characteristics of gender, age (three groupings), race (white/non-white), and whether or not the household has children.

The full results are presented in the accompanying **Seat Belt Survey Tables** compiled for the project. “Changes” in these accompanying tables are those from the June 2003 survey to the January 2004 survey. In this summary report, percentages have been rounded to integers.⁵

Demographic characteristics of the samples. Before reporting the seat belt-related results, it is worth noting that the January 2004 sample is similar to the June (post) 2003 and May 2003 samples demographically. The largest differences between the January 2004 and June 2003 samples are: the smaller percentage of January 2004 respondents who are under the age of 29 (17% in January vs. 23% in June, but also 17% in May 2003); the larger percentage of January 2004 respondents who are full-time employees (44% in January vs. 37% in June, but also 45% in May 2003); and the smaller percentage of January 2004 respondents who have no children (61% vs. 70% in June and 67% in May 2003).

Reports of seat belt usage

When driving, how often do you wear your seat belt? Using a composite measure based on reports of the frequency of wearing shoulder belts and lap belts, the incidence of those who reported wearing their seat belt “all of the time” is 85 percent, only a small increase from the May and June 2003 surveys (about 82% in each).⁶

Small and consecutive increases in this percentage are found for the Chicago respondents (79% to 84% to 88%), bring the City respondents to the level of Chicago suburban respondents across all three surveys (86.5% to 88%). A small increase is also in evidence for downstate respondents from the 2003 surveys to the January survey (76% in each of the 2003 surveys to 81% in January). Further examination finds small and consecutive increases for north/central

⁴ Despite the fact that the interviewer asks to speak to the youngest licensed driver three-quarters of the time, it appears the survey still under-represents the youngest drivers. In addition, it appears the survey somewhat over-represents licensed drivers with at least a four-year college education and under-represents those with at most a high school education. Neither has been corrected for in these results, but there is a great deal of consistency in the distributions across the three surveys (particularly for education). Thus, trends/changes across the three surveys generally cannot be attributable to changes in these characteristics.

⁵ When the decimal is .5, we round to the even integer.

⁶ The composite measure is based both on how often respondents wear lap belts and how often they wear shoulder belts. For those respondents who had both types, a composite code of “always” was only used when they answered “always” to both questions.

respondents (75% to 78% to 81%). A less consistent trend is found for southern Illinois respondents. A sizeable decrease occurred from May to June of 2003, and then a sizeable increase occurred from June to January, with the result that the January percentage is nearly back to the May result (80% to 71% to 78%). And overall, the most recent results show Chicago-area drivers somewhat more likely than downstate drivers to wear their seat belts (86-88% vs. 78-81%).

When was the last time you did not wear your seat belt when driving? The percent who indicated that the last time they did not wear their seat belt was *more than a year ago* (or said they always wear one) is 63 percent, also up just slightly from June (61%) and May, 2003 (60%).

With the exception of Chicago (and to some extent southern Illinois), the percent who indicated this response are actually quite stable. In Chicago, there are consecutive increases in this percentage (56% to 64% to 68%). For southern Illinois respondents, the May 2003 and January results are similar, but the June result is lower (57% to 49% to 57%). Both the Chicago and southern Illinois trends here are consistent with those found above.

The proportion who said they had not worn a seat belt *within the last day* looks quite stable across the three most recent surveys – at about one in ten (11.3% in January; 8.4% in June; and 11.5% in May). The proportion who said they had not worn a seat belt *within the last day or week* declined just slightly across the three surveys (23% to 21% to 18%).

Focusing on the percentage who indicated not having worn their seat belt *within the last day or week*, we find a great deal of stability in the Chicago suburban results across the three surveys (19%, 16%, and 17%). For the Chicago respondents, we find a decrease from the May survey to the June and January surveys (24% to 17% and 16%). And for downstate respondents, we find a decrease from the two 2003 surveys to the January survey (27% and 27% to 22%), a finding found in both north/central Illinois and in southern Illinois.

When asked why they did not wear a seat belt the last time, by far the most frequent reason given in the past three surveys was that the respondent was driving a short distance (43% in January; 38% in June; 51% in May). The next most frequent reason is that the respondent “forgot” (21% in Jan.; 17% in June; 12% in May). And, in the last two surveys, the third most frequent response is that wearing them is “not convenient / comfortable” (13% in Jan.; 14% in June). Other specific reasons given fairly frequently (but by less than 10% of those giving a reason) are “in a hurry” and “not in the habit / just don’t do it.”

In the past thirty days, has your use of seat belts when driving increased, decreased, or stayed the same? The recent percent who said their use of seat belts had increased in the past thirty days actually decreased somewhat from the June survey (from 10% to 7%) while the percent who said their use had stayed the same increased somewhat (from 89% to 93%). Yet, the most recent results are very similar to those found in May 2003.

In every region except the Chicago suburbs, the percent who indicated their use of seat belts had increased declined somewhat from June 2003 to January 2004 (14% to 10% in Chicago; 10% to 4% in north/central Illinois; and 12% to 8% in southern Illinois). However, in both Chicago and north/central Illinois, the January result is similar to the earlier May result. For southern Illinois, the May and June 2003 results are similar, both somewhat more than the January result. For Chicago suburban respondents, the two most recent surveys show percentages higher than the May survey (3% to 8% and 7%).

Have you ever received a ticket for not wearing a seat belt? The percent who indicated having ever received a ticket for not wearing a seat belt is stable at about 7 to 8 percent across the three surveys.

The percentage who reported such across the three surveys is stable at about one in ten for north/central respondents and at about 6 percent for Chicago suburban respondents. This percentage among City of Chicago respondents has declined across the three surveys (8.3% to 5.6% to 3.6%) but has increased substantially for southern Illinois respondents (4.4% to 8.3% to 15.2%).

Awareness of and attitudes toward seat belt laws

As far as you know, does Illinois have a law requiring adults to use seat belts? Nearly every respondent in all three surveys indicated being aware that Illinois has a law requiring adults to wear seat belts.

Primary enforcement: awareness and opinions. *According to Illinois state law, can police stop a vehicle if they observe a seat belt violation, or do they have to observe some other offense first in order to stop the vehicle?* Almost nine of ten (88%) January respondents indicated that police can stop a vehicle just for a seat belt violation. This is an increase of about 18 percentage points from the earlier May and June 2003 surveys (about 70% who said so in each). Yet, in these two surveys of 2003, the Illinois state law giving police seat belt primary enforcement had not yet taken effect.

In a July 2003 survey conducted just after the new law went into effect, it was found that 81 percent were aware of the new law, an increase of 10 percentage points from June 2003, yet about 8 percentage points less than that found in January 2004.⁷

Substantial increases in the percent who indicated police have primary enforcement ability occurred in every statewide region from the Spring of 2003 to January 2004. *In the City of Chicago*, the percent who held this belief increased from 71 to 72 percent in the May and June 2003 surveys, to 76 percent in July, and to 86 percent in the January survey. *In the Chicago suburbs*, this awareness increased from about 74 percent in both May and June, to 84 percent in July, and to 88 percent in January. *In north/central Illinois*, the prevalence of this belief went from 64 to 66 percent in the May and June surveys, to 80 percent in July, and to over 90 percent in the January survey. *And, in southern Illinois*, this prevalence went from 57 to 62 percent in the May and June surveys, to 80 percent in July, and to 86 percent in January.

In your opinion, should police be allowed to stop a vehicle for a seat belt violation, when no other traffic laws are broken? About two-thirds in all three surveys believe police should be allowed to stop a vehicle for seat violations without another traffic law violation.

In the Chicago suburbs, consistently about seven in ten respondents believe the police have primary enforcement ability (71%, 72%, and 69%). For Chicago respondents, somewhat more June than either May or January respondents indicated such (70% to 75% and back to

⁷ The July 2003 survey was the DUI campaign “post-test” survey, yet contained a few relevant questions relating to awareness of seat belt laws because of the recent change. Opinions about whether the police should have primary enforcement powers showed basically no difference between the June and July 2003 surveys. See also the brief summary by Richard Schuldt, UIS SRO Director, “Awareness of New Traffic Safety Laws among Illinois Licensed Drivers,” summarized for the Illinois Department of Transportation, 2003.

69%). In contrast, fewer June than either May or January downstate respondents believe this to be the case (64% to 57% and up to 63% for north/central; 60% to 47% and up to 58% for southern Illinois). It is also seen that the opinion that police should have primary enforcement ability is more prevalent in the Chicago metro area than in downstate Illinois.

In your opinion, should it be against the law to drive when children in the car are not wearing seat belts or are not in car seats? About nine in ten respondents believe that it should be against the law to drive when children in the car are not wearing seat belts or are not in car seats. This conclusion applies to all three surveys and in each of the regions being analyzed.

Attitudes about wearing seat belts

Agree / disagree with selected statements about seat belts. Respondents were asked about the extent to which they agreed or disagreed with six selected statements relating to seat belts. Three of these statements listed are opinions about wearing seat belts.

Agree/disagree: Seat belts are just as likely to harm you as help you. The percent who *disagreed (to any extent)* with this statement increased somewhat, from 65 percent in the May 2003 pre-test to 70 percent in the June post-test and then reverted back to 65 percent in January 2004. At the same time, the percent who “*strongly disagreed*” increased from 39 percent in May, to 42 percent in June, to 46 percent in January.

In the most recent January survey, the percent *who disagree (to any extent)* is highest in the Chicago suburbs (72%) and then in the City of Chicago (64%). The disagree percentage is a somewhat lower 58 percent in both downstate regions. In both Chicago area regions, there was an increase in this percentage from May to June and then a small decrease from June to January (62% to 67% and then 64% for the City of Chicago; and 67% to 76% and then to 72% for the Chicago suburbs). In both downstate regions, decreases in this percentage are found, from May and June to January for north/central Illinois (65% and 66% to 58%), and from May to June and January for southern Illinois (63% to 58% and 58%). The percent who “*strongly disagree*” in the January survey is about one-half in each of the Chicago regions, but is in the range of 36 to 39 percent in the downstate regions. Modest increases in this percentage are found in all four regions across the three surveys.

Agree/disagree: If you were in an accident, you would want to have your seat belt on. Statewide, there are small consistent increases in the percentages, all between 80 and 90 percent, who “*strongly agree*” with this statement in all three surveys (84%, 86% and 88%, respectively).

In the January survey, the percent who “*strongly agree*” is highest in north/central Illinois (90%) and the City of Chicago (89%) followed closely by the Chicago suburbs (86%) and then southern Illinois (84%). Increases in this percentage are most noticeable in the downstate regions, particularly in north/central Illinois (75% to 81% to 90%; and 75% to 81% to 84% in southern Illinois).

Agree/disagree: Putting on a seat belt makes you worry more about being in an accident. The percent of respondents who “*strongly disagree*” with this statement shows small but consistent increases across the three surveys, from 64 percent in the May pre-test, to 68 percent in the June post-test, and to 72 percent in the January 2004 survey. The percent who

expressed any degree of disagreement increased somewhat from 84 percent to 88 percent between May and June 2003 and then held stable at 88 percent in the January 2004 survey.

In the January survey, the percent who “*strongly disagree*” is just over three-quarters in the Chicago suburbs (76%) and about seven in ten for the other three regions (72% for southern Illinois; 70% for the City of Chicago; and 69% for north/central Illinois). The “strongly disagree” percentage is generally stable across the three surveys for north/central Illinois (68%, 67%, and 69%). It shows a modest increase for the Chicago suburbs (71%, 71%, and then 76%), and substantial increases across the three surveys for both the City of Chicago (54% to 67% to 70%) and southern Illinois (52% to 67% to 72%). As these figures show, the increases for the latter two regions are much more sizeable between May and June than from June to January.

Perceptions of and attitudes toward seat belt law enforcement

Perceptions of seat belt law enforcement. Several questions in the interview solicited respondents’ perceptions about police enforcement of seat belt laws in their community. Two of these were in the agree/disagree section while the third was a hypothetical question about the perceived likelihood of getting a ticket for a seat belt violation.

The hypothetical question: Suppose you didn’t wear your seat belt at all over the next six months. How likely do you think it is that you would get a ticket for not wearing a seat belt during this time? Statewide, the percent who indicated that getting a ticket would be “*very likely*” or “*somewhat likely*” increased from 51 percent in May 2003 to 57 percent in June 2003 to 64 percent in January 2004. A substantial increase occurred for those saying “*very likely*” from May 2003 to the two most recent surveys (26% to 35-36%), while an increase occurred from the previous two surveys to the most recent survey in the percent who said “*somewhat likely*” (25% and 22% to 28%). The percent who said this would be “*very unlikely*” decreased across the three surveys (from 23% in May to 19% in June to 15% in January).

Across the regions, we find that the percent who believe that it is “*very likely*” they will get a ticket if they do not wear a seat belt ranges from 35 percent in the Chicago area regions and north/central Illinois to 42 percent in southern Illinois. We find consecutive increases in this percentage across the three surveys in Chicago, with the largest increase occurring from May to June (23% to 32% to 35%); an increase from the May survey to the two more recent surveys in the Chicago suburbs (24% to 35% and 35%) and in downstate as a whole (30% to 38% and 37%). This latter results conceals more inconsistent trends for each of the two downstate regions (29% to 40% and then to 35% for north/central; and 35% and 31% and up to 42% for southern Illinois).

Agree/disagree: Police in your community generally will not bother to write tickets for seat belt violations. Statewide, the percent who agree at least to some extent with this statement decreased from 44 percent in May 2003 to about 36 percent in both June 2003 and January 2004. Those who “*strongly disagree*” has consistently increased, from 12 percent in May -- to 17 percent in June -- to 22 percent in January.

In the two Chicago area regions, the percent *who agreed at least to some extent* decreased from the May survey to the June and January surveys (61% to 43% and 47% for City of Chicago; 40% to 32% and 29% for the Chicago suburbs). The overall downstate results here are stable across the three surveys. Further analysis shows a trend similar to the Chicago area regions for

north/central Illinois (29% to 36% and 38%). For southern Illinois, there is evidence of stability but with a small decline in the most recent survey (33% and 34% to 28%).

Meanwhile, the percentages who “strongly disagree” show consecutive increases for respondents in all four regions: the City of Chicago (8% to 13% to 18%); the Chicago suburbs (12% to 15% to 22%); north/central Illinois (15% to 22% to 26%); and southern Illinois (13% to 21% to 24%).

Agree/disagree: Police in your community are writing more seat belt tickets now than they were a few months ago. Statewide, there was a substantial increase in those who agreed that police in their community were writing more tickets from May to June of 2003 (28% to 43%), and the January 2004 results are basically stable here (41%). Across the three surveys, there is a consistent increase in those who “strongly agree” (12% to 21% to 25%).

In both the May and June 2003 surveys, agreement with this statement was more prevalent in the two downstate regions than in the Chicago metro area. However, the latest January results show that agreement among City of Chicago respondents is about the same as that in the two downstate regions. Agreement still is lower in the Chicago suburbs.

In the City of Chicago, there are consecutive increases in the percent who agree across the three surveys (23% to 39% to 46%) while the trend in the other three regions is a substantial increase from May to June and then stability or a small decline from June to January (Chicago suburbs, 25% to 41% and 35%; north/central, 32% to 49% and 45%; southern Illinois, 38% to 49% and 48%).

The percentages who “strongly agree” show consecutive increases in both the City of Chicago (11% to 18% to 29%) and southern Illinois (16% to 26% to 34%). The trend for the Chicago suburbs (12% to 20% and 19%) and north/central Illinois (12% to 24% and 27%) is generally that of an increase from May to June and then general stability or a small increase from June to January.

Attitudes about the importance of seat belt enforcement. Two questions in the interview solicited respondents’ attitudes about the importance of seat belt enforcement. One of these questions appeared in the agree/disagree section, and the other appeared near the end of the interview, after the exposure questions had been asked.

Agree/disagree: It is important for police to enforce the seat belt laws. Somewhat more than six of ten January statewide respondents “strongly agree” that it is important for police to enforce seat belt laws, slightly higher than the May and June 2003 results (64% vs. 60%). Another 22 percent in January 2004 “somewhat agree.”

The January results show that the percent who “strongly agree” is highest among north/central respondents (68%) and lowest among southern Illinois respondents (58%), with Chicago area respondents in between (62%-63%). North/central respondents show consecutive increases in this percentage (50% to 56% to 68%) while general stability in this percentage is found in both the Chicago suburbs (62% across all surveys) and southern Illinois (56%, 53%, and 58%). Chicago respondents show a small decline from May to the two more recent surveys (67% to 63% in both June and January).

Thinking about everything that you’ve heard, how important do you think it is for Illinois to enforce seat belt laws for adults more strictly? For this question, which came near the end of the interview questions that related to seat belts, the statewide results across the three surveys are very similar. In each survey, just over three-quarters say it is either “very” or

“fairly” important (79% in May, 78% in June, and 76% in January), and a similar majority say it is “very” important (56%, 58%, and 57%, respectively).

The January 2004 results show that the percent who think this is *either “very” or “fairly” important* is either just over or just under three-quarters across the four regions (79% in City of Chicago, 77% in the Chicago suburbs, 74% in north/central Illinois, and 74% in southern Illinois). A majority in all four regions believe this is “*very” important*,” but the size of this majority does vary across regions (61% for City of Chicago; 58% for north/central Illinois; 54% for the Chicago suburbs; and 51% for southern Illinois). With a focus on this percentage, we find a trend of general stability in the City of Chicago (61%, 59%, and 61%) and, to a lesser extent, in southern Illinois (52%, 44%, and 51%). A decline in this percentage is found for the Chicago suburbs (83% and 83% to 77%), but an increase is found for north/central Illinois (69% to 75% and 74%).

Exposure to seat belt awareness and enforcement activities in past thirty days

Awareness of special police efforts to ticket for seat belt violations. The percent who indicated that, “*in the past thirty days*,” they had “*seen or heard of any special effort by police to ticket drivers in [their] community for seat belt violations*” had jumped from 12 percent in the May survey to 49 percent in the June survey. But then it dropped to 38 percent in the January 2004 survey, still much higher than the May 2003 results.

In January 2004, the level of awareness of such efforts is quite similar in all regions but the Chicago suburbs, where awareness lags behind (30% vs. 42%-43% in the City of Chicago and north/central Illinois and 47% in southern Illinois). For all four regions, there are substantial increases in awareness of such efforts from May 2003 to January 2004. However, in all but southern Illinois, there is a decline in the level of awareness from June 2003 to January 2004 (-15% for the Chicago suburbs; -11% for north/central Illinois; and -6% for the City of Chicago). For southern Illinois, the June and January levels of awareness in southern Illinois are the same.

Of those who indicated having seen or heard of these special efforts, the statewide percentages who saw or heard about them through newspaper (about 42%) and through friends and neighbors (26%-31%) are quite stable across the three surveys. The percent of *these respondents* who had seen/heard about these efforts on television increased substantially from May to June (43% to 73%) but then decreased to 57 percent in January. The percentages of *these* who indicated hearing from radio are similar in the May 2003 and January 2004 surveys (at 35% - 36%) and higher in the June 2003 surveys (47%).

Awareness of roadside safety checks. The percent who indicated that, “*in the past thirty days*,” they had “*seen or heard of anything about the police setting up roadside safety checks where they stop to check drivers and vehicles*” jumped from 16 percent in the May Pre-test survey, to 37 percent in the June Post-test survey, to 48 percent in the January 2004 survey.⁸

The January 2004 results show the highest level of awareness of these safety checks in north/central Illinois (54%) followed closely by southern Illinois (49%) and City of Chicago (48%) respondents. The level in the Chicago suburbs is not far behind (44%). Substantial increases occurred from May to June in all four regions, and in three of them an increase of another 8 to 12 percentage points occurred from June to January. Awareness was the same in June and January in southern Illinois.

⁸ For awareness of roadside safety checks, we used the final percentages after a follow-up question that confirmed the meaning of “roadside safety checks.”

Of those who had seen or heard anything about roadside safety checks, the statewide percent who indicated they had personally seen such checks has increased, from 23 percent in the May Pre-test, to 29 percent in the June post-test, to 37 percent in the January 2004 survey.

[It should be noted that a decline, in some sense, would not be surprising here because the post-test results (June and then January) come from a broader awareness base. In other words, it would come as no surprise that a lower percentage *of those aware* have actually seen a roadside check when the number of those aware increases. Yet, this is not what we observe.]

The January 2004 results show a great deal of similarity across the four regions with regard to the percent who have personally seen a roadside check, ranging from 33 percent in southern Illinois to 40 percent in the City of Chicago (with the other two regions at 36%-37%).

When these results are based *on all sample members* (and not just those aware), we find that the percent who have seen a roadside safety check almost tripled from May to June 2003, from less than 4 percent to over 10 percent (11%). Then, it increased again to nearly 18 percent in January 2004. In this last survey, the percent of all respondents who have actually seen a roadside check is very similar across the four regions, ranging only from 16 percent to 19 percent.

When *those who had personally seen a roadside check* were asked whether they have “*personally been through a roadside check in the past thirty days, either as a driver or as a passenger*,” the results across the three surveys are quite similar (43% for May; 41% for June; and 46% for January).

Awareness of messages to encourage people to wear seat belts. The percent who indicated that, “*in the past thirty days*,” they had “*seen or heard any messages that encourage people to wear their seat belts*” increased from 63 percent in the May Pre-test survey to more than 80 percent (82%) in the June Post-test survey. But, in January 2004, it declined to a “mid-point” of 74 percent.

The trends here differ by geographic region. The general statewide trend of a substantial increase and then a smaller decrease is found for both the Chicago suburbs (58% to 81% and down to 70% and north/central Illinois (68% to 83% and down to 77%). City of Chicago respondents reported nearly as much awareness of these messages in January as they did in June, both substantially higher than the May level (62% to 84% and 82%). Fewer southern Illinois respondents reported awareness in January than was the case in either May or June (75% and 77%, then down to 68%).

Of those who had seen or heard such messages, the statewide percentages who indicated exposure through television (59% to 76% to 69%) and through radio (30% to 44% to 37%) show a trend similar to that of the statewide awareness of these messages. The percentages of these respondents who indicated exposure through friends and relatives show an increase from May to the two most recent surveys (14% to 25-26% in June and January). And, the percentages of these who indicated exposure through newspapers increased consecutively across the three surveys (22% in May; 27% in June; and 31% in January). One “other” source receives a substantial number of comments, that of billboards / roadsigns (*for those who have seen/heard messages*: 26% for May; 16% for June; and 21% for January).⁹

⁹ This suggests that the “billboard/roadsign” alternative should be specifically asked about.

Looking at the mass media sources, reported exposure to these messages through television declined from June to January in both of the two Chicago regions but was quite stable downstate. Exposure through radio declined in both north/central Illinois and the Chicago suburbs but was fairly stable in southern Illinois and in the City of Chicago. And, reported exposure through newspapers increased modestly in north/central Illinois and in the Chicago suburbs while remaining fairly stable in the other two regions.

Reported exposure through friends and neighbors decreased from June to January among City of Chicago respondents but was stable in the other three regions. Small to modest increases occurred for “other sources” in all four regions, with billboards/road signs accounting for the vast majority of these “other” responses.

Those who had seen or heard messages encouraging people to wear seat belts were asked whether “the number of messages that [they] have seen or heard in the past thirty days is more than usual, fewer than usual, or about the same as usual.” The statewide percent of these respondents choosing “more than usual” increased almost five-fold from May to June 2003, from 12 percent to 59 percent, and then decreased to 42 percent in January 2004, still more than three times as many as found in the May 2003 survey.

The January 2004 results show that a majority of these City of Chicago respondents (55%) reported “more” messages than usual, and somewhat more than one-third reported this in each of the other three regions (36%-38%). The general statewide trend is apparent in each of the four regions but at somewhat different levels: City of Chicago (18% to 73% and then 55%); Chicago suburbs (12% to 59% and then to 36%); north/central Illinois (9% to 47% and then to 38%); and southern Illinois (9% to 54% and then to 38%).

Awareness of other activities that encouraged people to wear seat belts. The percent who indicated that, “in the past thirty days,” they had seen or heard other activities that encouraged people to wear their seat belts shows a very small increases across the three surveys, from 9 percent in the May Pre-test, to 12 percent in the June Post-test, to 15 percent in the January 2004 survey.

This percentage across the four regions ranges from 12 to 17 percent, with both City of Chicago and north/central Illinois respondents showing small increases in this percentage and general stability found in the other two regions.

Awareness of selected traffic safety slogans

The 2003 and 2004 trends. Respondents were asked about their awareness of selected traffic safety “slogans.” The statewide results are reported in the following Table S-1. Results in the table, which are presented by level of June 2003 to January 2004 percentage point increases, show that the largest increases in awareness occurred for two DUI slogans. However, while awareness of “Click It or Ticket” increased by only 3 percentage points from June 2003 to January 2004, it was still the slogan respondents were most aware of (at 87%), as was the case in June 2003. It should be noted that awareness of this slogan had increased by 18 percentage points from May to June 2003.

Focusing on the “Click It or Ticket” slogan, we find similar results across three of the four regions. For all but the Chicago suburbs, the slogan is the best known of all slogans, with awareness at about 90 percent and slightly ahead of “Friends don’t let friends drive drunk.”

Despite awareness levels in the mid 80% in June, very modest increases in awareness still occurred between June and January in the City of Chicago and north/central Illinois, and a very small increase occurred in southern Illinois. For the Chicago suburbs, the slogan has a January awareness level of 82 percent, somewhat lower than that found in the region for the “Friends don’t let friends drive drunk” slogan, and a level just slightly lower than that found in June (but substantially more than that found in May).

Table S-1
Awareness of Selected Traffic Safety Slogans, 2003 and 2004

<i>Slogans</i>	<i>May Pre- test</i>	<i>June Post- test</i>	<i>Diff.*</i>	<i>Jan. 2004</i>	<i>Diff.*</i>
You drink, you drive, you lose	na	55%	na	78%	+22%
Drive hammered, get nailed	na	30%	na	46%	+16%
Police in Illinois arrest drunk drivers** / Wanna drink and drive, police in Illinois will show you the bars	29%	48%	+19%	54%	+6%
(second part of this slogan only)	29%	24%	-6%	30%	+7%
Drink and drive? Police in Illinois have your number	na	22%	na	26%	+3%
Click It or Ticket	67%	85%	+18%	87%	+3%
Drive smart, drive sober	65%	67%	+2%	68%	+1%
Children in back	22%	24%	+2%	24%	+1%
Help promote wreck-less driving. Don’t hang out in the no zone	10%	9%	-1%	10%	+1%
Operation A-B-C	7%	5%	-2%	6%	+1%
Buckle up America	48%	53%	+6%	53%	-0%
Stupid driving tricks	5%	7%	+2%	6%	-0%
Smart motorists always respect trucks	11%	11%	+0%	9%	-2%
Friends don’t let friends drive drunk	na	89%	na	86%	-2%
Cell phones save lives. Pull over and report a drunk driver	39%	46%	+7%	40%	-6%

*Differences are based on actual differences, not the rounded integer results presented.

**In the May pre-test survey, this was presented as one slogan. In the June post-test and the January 2004 survey, it was split into two parts. The results in the first line for this item represent the results for the first part of the slogan.

The 2002 through 2004 trends. Because there were media/enforcement campaigns in calendar year 2002 for which we have pre-test and post-test information, it is worth presenting the full cross-sectional trend results. These are presented in Table S-2.

Focusing on the “Click It or Ticket” slogan, the first campaign (surrounded by the April and June 2002 surveys) was associated with an increase in awareness from 41 percent to 71 percent. The second campaign (surrounded by the November and December 2002 surveys) was associated with a small increase in awareness of 67 percent to 71 percent. By May 2003, awareness had reverted to the 67 percent level but then increased to 85 percent in June 2003, after the Memorial Day campaign. And, as we have seen, awareness then increased slightly to 87 percent in January 2004.¹⁰

¹⁰ We use the phrase “associated with” because these pre-test/post-test surveys can establish correlations, but not necessarily causality. In another survey, conducted as a “post-test” for a DUI initiative in July 2003, awareness of “Click It or Ticket” was found to be 83%, just slightly lower than the June survey’s 85% finding.

Table S-2
Awareness of Selected Traffic Safety Slogans,
April 2002 through January 2004

Slogan	April 2002 Pre-test	June 2002 Post-test	Nov 2002 Pre-test	Dec 2002 Post-test	May 2003 Pre-test	June 2003 Post-test	January 2004
Click It or Ticket	41%	71%	67%	71%	67%	85%	87%
Friends don't let friends drive drunk	na	na	na	na	na	89%	86%
You drink, you drive, you lose	na	na	na	na	na	55%	78%
Drive smart, drive sober	61%	62%	58%	62%	65%	67%	68%
Police in Illinois arrest drunk drivers*	40%	39%	33%	36%	29%	48%	54%
Buckle Up America	60%	60%	53%	54%	48%	53%	53%
Drive hammered, get nailed	na	na	na	na	na	30%	46%
Cell phones save lives. Pull over and report a drunk driver.	36%	41%	45%	44%	39%	46%	40%
Wanna drink and drive, police in Illinois will show you the bars*	40%	39%	33%	36%	29%	24%	30%
Drink and drive? Police in Illinois have your number	na	na	na	na	na	22%	26%
Children in back	20%	25%	19%	21%	22%	24%	24%
Help promote wreck-less driving. Don't hang out in the no zone	9%	12%	8%	8%	10%	9%	10%
Smart motorists always respect trucks	6%	12%	8%	11%	11%	11%	9%
Stupid driving tricks	6%	6%	5%	6%	5%	7%	6%
Operation A-B-C	4%	6%	4%	6%	7%	5%	6%

*Prior to the June 2003 Post-test survey, this was one slogan.